

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of	)	
	)	
<b>FREISHTAT et al.</b>	)	Art Unit: <b>3687</b>
	)	
Application No. <b>09/922,753</b>	)	Examiner: <b>Elaine L. Gort</b>
	)	
Filing Date: <b>August 6, 2001</b>	)	Confirmation No.: <b>9573</b>
	)	
For: <b>SYSTEMS AND METHODS TO</b>	)	
<b>FACILITATE SELLING OF</b>	)	
<b>PRODUCTS AND SERVICES</b>	)	

**RESPONSE ACCOMPANYING**  
**REQUEST FOR CONTINUED EXAMINATION (RCE)**

**Mail Stop RCE**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Ballard Spahr LLP  
Customer Number 23859  
  
July 19, 2010

Dear Examiner Gort:

In response to the Final Office Action dated February 18, 2010, please amend the above-referenced application as indicated.

**Amendments to the Claims** begins on page 2 of this paper.

**Remarks/Arguments** begin on page 4 of this paper.

A **Request for a Two-Month Extension of Time** accompanies this paper.

A **Request for Continued Examination (RCE)** accompanies this paper.